



Eyeing the Hottest Companies



WHAT WE DO

We're a video production and media strategy company. Our team comes from news organizations such as CNN, CNBC and the Wall Street Journal. And with our storytelling expertise, we produce content for broadcasters. We also help companies package their key message for their target audience -through video and the mass media.

CORPORATE SERVICES

Training executives to become Better Messengers for their Message; **Packaging** client messages into news and feature style videos to reach customers, employees, investors and reporters; **Distributing** videos online, over the airwaves and on airlines.

MEDIA SERVICES

Producing high quality programs for broadcasters.

VIDEO PRODUCTION and DISTRIBUTION
Studies show we recall 10% of what we read, but 50% of what we see and hear. That's why clients call on us to help tell their story. And with our journalism style format, we help clients speak in a way that is colorful, compelling and CREDIBLE. We also distribute videos on CDROMs, in press kits, at trade shows, via video email, broadcast on TV and played on airlines.

MEDIA TRAINING

Smart business people know one of their most important customers is the Media. 3rd party endorsements in the media are much more credible than advertising – and much cheaper. What's the best way to “think like jour-

nalists,” give the media a good story, handle tough issues, manage reputations and generate positive news coverage?

PUBLIC SPEAKING TRAINING

Surveys show half the talking we do is in the course of our jobs. Our audience judges us in the first three minutes. What's the best way to inspire audiences to action?

WHAT TO SAY and HOW TO SAY IT

No matter how good the Message, the Messenger may be even more important. Audiences judge our presentations 7% on literal words, 93% on nonverbal communication. How can Messengers be at their very best?

TESTIMONIALS

Coca Cola - “You help us build a win-win relationship with the media.”

Microsoft - “You've empowered our spokespeople to be more effective messengers.”

Starbucks - “Excellent videos telling our story to a global audience.”

SE Global - “The videos helped us increase sales by US\$4 million in one year.”

FOR MORE INFO

Visit: www.worldbizwatch.com to view video library and read testimonials.

Email: info@worldbizwatch.com

CNN stories:

<http://worldbizwatch.com/discuss/files/CNN.htm>

